

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1. (currently amended): A method for fulfillment of institutional business card and stationery product orders, said method comprising the steps of:

generating a company-tailored prototypical product record comprising a template to define the placement and typography of a plurality of informational elements for printing on a company-tailored business card or stationery product;

developing a list of fields for a database to represent said informational elements of said company tailored product's specification;

providing a profile setup interface to collect user-indicative data from one or more users and incorporate said user-indicative data into one or more profiles to be stored by said database in accordance with said list of fields;

providing a ~~requestor-print-request~~ interface for entry of a distributed user's print order, said ~~requestor-print-request~~ interface being adapted to enable the print-request interface user to select and order a company-tailored business card or stationery product to be printed according to the company-tailored prototypical product record and a predeterminable a selected one of said one or more profiles, said selected profile defining content for one or more of the informational elements of the company-tailored prototypical product record; and


processing the print-request user's print order through a processor interface, said processor interface being adapted to directly generate a pre-press product automatically incorporating said ~~predeterminable-selected~~ profile into said tailored product; and

~~wherein said providing a requestor interface step comprises the steps of:~~

~~generating a prototypical product record sufficient to completely define the  
typography of a specific company tailored product;~~

~~developing a list of fields according to said prototypical product record, each said  
field comprising an element of said company tailored product's specification; and~~

~~expanding a predefined database management system, said database management  
system being adapted to collect and store data according to said field list.~~



Claim 2 (currently amended): The method as recited in claim 1, wherein said ~~providing~~  
~~a requestor interface processing step comprises the step of using~~ flows information from the  
database through an intermediary application to automatically expand said database management  
system according to a selection of fields ensure that information is represented on the selected  
business card or stationery product in accordance with the company-tailored prototypical product  
record regardless of the font type utilized to enter data into the database.

Claim 3 (original): The method as recited in claim 1, wherein said processing step  
comprises the step of providing an electronic preview of said company tailored product.

Claim 4 (original): The method as recited in claim 3, wherein said providing an  
electronic preview step is optionally invoked.

Claim 5 (original): The method as recited in claim 1, wherein said processing step  
comprises the step of generating electronically accessible order status information.

Claim 6 (original): The method as recited in claim 5, wherein said generating electronically accessible order status information step comprises the step of reading, during printing of said company tailored product, a bar code label associated with said company tailored product.

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Claim 7 (currently amended): The method as recited in claim 1, ~~wherein said requester interface comprises predeterminable~~ further comprising the step of setting user-specific quantitative limits for on the quantity of a selected company tailored product that may be ordered by a print-request user's selection of said company tailored product.

Claim 8 (cancelled).

Claim 9 (currently amended): The method as recited in claim 7, further comprising the step of setting user-specific cost limits on the quantity of a selected company tailored product that a print-request user may order ~~wherein said limits are measured in monetary value of said company tailored product.~~

Claim 10. (currently amended): The method as recited in claim 5-1, ~~wherein said requester~~ further comprising the step of providing a print-order-review interface operable to alert a user of the print-order-review interface of any change to a user-indicative profile after a print order has been made ~~comprises an alert indicative of a change to said predeterminable profile.~~

Claim 11. (new): A method for fulfillment of institutional business card and stationery product orders, the method comprising the steps of:

providing a set of printable stationery products;

customizing templates to correspond with each stationery product in the set, wherein the template defines a plurality of common and specific informational elements for printing on the stationery product, and wherein the template also defines the placement and typographical settings of the informational elements to be printed on the stationery product;

A2 providing predefined informational content for the common informational elements of the customized templates, including for at least one of the common informational elements informational content that identifies a specific organization;

providing a requestor interface for entry of a print order by a user associated with that organization, the requestor interface being adapted to enable the user to select a stationery product from the set of printable stationery products, the requestor interface being further adapted to enable the user to define or select a profile comprising informational content for the specific informational elements of the customized templates but which denies the user any ability to define or modify one or more of the common informational elements of the customized templates;

in response to the print order, automatically generating an electronically previewable product incorporating both the predefined informational content for the common informational elements of the customized templates and the informational content from the user-defined or user-selected profile; and

providing the user with an option to preview the electronically previewable product.

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Claim 12. (new): The method of claim 11, wherein the templates are customized for a business organization.

Claim 13. (new): The method of claim 12, wherein one of the common informational elements comprises a graphical representation of a business organization logo.

Claim 14. (new): The method of claim 13, further comprising the step of processing the user's print order by merging the defined or selected profile with the template of the selected stationery product to automatically generate a pre-press product.

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